



# NEWS

*from the U.S. Fish and Wildlife Service*

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**OLYMPIC CHAMPION KIM RHODE TOUTS HUNTER  
SAFETY IN PUBLIC SERVICE ANNOUNCEMENT**

"Hunting safety isn't inherited . . . you have to teach it," Olympic Gold Medalist Kim Rhode says in a new television public service announcement produced by the U.S. Fish and Wildlife Service that will begin airing across the country this fall.

The PSA is the fourth in a series produced by the Service in cooperation with state wildlife agencies to promote safe and ethical hunting. Past spots have not only encouraged parents and older hunters to teach children the basics of hunting safety but also to be considerate of landowners and obey other ethical guidelines.

Rhode, who won the International Double Trap competition at the 1996 Games in Atlanta, appears with her mother in 30-second, 20-second, and 15-second spots. She credits her parents with teaching her hunting safety when they took her hunting as a little girl.

"They not only helped me become a good shot, they taught me the most important lesson of all -- how to hunt safely," Rhode says in the spot. "Not everyone will grow up to be an Olympic champion, but everyone can learn to be a safe and ethical hunter. It's up to you."

At the end of the spot, viewers are given the telephone number for the hunter education program in their state. State wildlife agencies are assisting in the distribution of the spots.

"We are delighted to have someone of the stature of Kim Rhode participate in this campaign," said Service Acting Director John Rogers. "She epitomizes the best traditions of hunting."

"The entire campaign has been a great success because safety is a message you can't repeat too often," Rogers said, noting that in the past as many as 80 percent of the stations that receive the spots have decided to air them. "The television stations that air these spots know they are engaged in a meaningful public service."

The spots were produced with funds under the Federal Aid in Wildlife Restoration program, financed by a federal excise tax on firearms, ammunition and archery equipment and administered by the Service.

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